

Atty. Docket No. YOR9-2000-0138US1  
(590.010)

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) An apparatus for regulating the presentation of  
electronic media content to a consumer, said apparatus comprising:

an interface arrangement which receives media content comprising a plurality of  
segments, wherein each segment includes cost factor data associated therewith;

a controller which

examines said cost factor data,

~~attributes at least one credit value to at least one portion of received media~~  
input credit values to said plurality of segments based on said cost factor data, and

maintains a credit balance associated with said consumer based on the  
attributed values; and

a regulator which ~~regulates the presentation of received media input at a~~  
~~presentation medium based on the at least one credit value attributed to the at least one~~  
~~portion of received media input;~~ applies rules for presenting the media content based on  
the credit balance

~~wherein said media content may constitute one or more inputted portions.~~

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**2. (Currently Amended)** The apparatus according to Claim 1, wherein:

said controller attributes a positive credit value to received media ~~input~~ content  
construed as credit-bearing content; and

said controller attributes a negative credit value to received media ~~input~~ content  
construed as debit-bearing content.

**3. (Currently Amended)** The apparatus according to Claim 2, wherein:

said controller is adapted to attribute a credit rating associated with said ~~end-user~~  
consumer of the presentation medium; and

said regulator is adapted to control the presentation of received media ~~input~~  
content based on the attributed credit rating.

**4. (Original)** The apparatus according to Claim 3, wherein the credit rating  
represents a threshold value and said regulator is adapted to cease the presentation of  
debit-bearing content upon the threshold value being breached.

**5. (Currently Amended)** The apparatus according to Claim 2, wherein:

~~media input received at said interface arrangement bears an initial credit value;~~  
and

said controller is adapted to adjust the ~~initial~~ attributed credit value of the received  
media ~~input~~ content based on said cost factor data and at least one additional  
~~predetermined criterion for adjusting the initial credit value of received media input.~~

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6. **(Currently Amended)** The apparatus according to Claim 2, wherein said controller is adapted to:

~~attribute a credit balance to an end user of the presentation medium;~~

monitor the presentation of received media ~~input~~ content at the presentation medium; and

adjust the credit balance based on the presentation of received media ~~input~~ content at the presentation medium.

7. **(Original)** The apparatus according to Claim 6, wherein said controller is adapted to subtract from the credit balance upon debit-bearing content being presented at the presentation medium and add to the credit balance upon credit-bearing content being presented at the presentation medium.

8. **(Currently Amended)** The apparatus according to Claim 6, wherein:

the received media ~~input~~ content includes pre-recorded media content; and

said regulator comprises a decoder for decoding the pre-recorded media content, as to permit the presentation of the content, based on the credit balance.

9. **(Currently Amended)** The apparatus according to Claim 6, wherein said controller is further adapted to adjust the credit balance based on factors external to the received media ~~input~~ content.

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10. (Original) The apparatus according to Claim 1, wherein the presentation medium is a television.

11. (Currently Amended) The apparatus according to Claim 10, wherein the received media ~~input content comprising a plurality of segments comprises includes at least one of~~ a television commercial and at least a portion of a television show.

12. (Original) The apparatus according to Claim 10, wherein said controller comprises a set-top cable TV converter box.

13. (Original) The apparatus according to Claim 1, wherein the presentation medium is a computer monitor.

14. (Currently Amended) The apparatus according to Claim 13, wherein the received media ~~input content~~ includes internet multimedia content.

15. (Currently Amended) A method of regulating the presentation of electronic media content to a consumer, said method comprising the steps of:

receiving media input content comprising a plurality of segments, wherein each segment includes cost factor data associated therewith;

examining said cost factor data;

~~attributes at least one credit value to at least one portion of received media input;~~

and

~~regulating the presentation of received media input at a presentation medium~~

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~~based on the at least one credit value attributed to the at least one portion of received~~  
~~media input;~~

~~wherein said media content may constitute one or more inputted portions~~

attributing credit values to said plurality of segments based on said cost factor  
data;

maintaining a credit balance associated with said consumer based on the attributed  
values; and

applying rules for presenting the media content based on the credit balance.

16. (Currently Amended) The method according to Claim 15, wherein:

said attributing step comprises:

attributing a positive credit value to received media ~~input~~ content  
construed as credit-bearing content; and

attributing a negative credit value to received media ~~input~~ content  
construed as debit-bearing content.

17. (Currently Amended) The method according to Claim 16, further  
comprising the steps of:

attributing a credit rating associated with ~~an end-user of the presentation medium~~  
said consumer; and

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said regulating step comprising the step of controlling the presentation of received media input content based on the attributed credit rating.

18. **(Original)** The method according to Claim 17, wherein the credit rating represents a threshold value and said controlling step comprises ceasing the presentation of debit-bearing content upon the threshold value being breached.

19. **(Currently Amended)** The method according to Claim 16, wherein ~~media input received at said interface arrangement bears an initial credit value and~~ said method further comprises the step of adjusting the initial attributed credit value of the media input content based on said cost factor data and at least one additional predetermined criterion ~~for adjusting the initial credit value of received media input.~~

20. **(Currently Amended)** The method according to Claim 16, further comprising the steps of:

~~attributing a credit balance to an end user of the presentation medium;~~

monitoring the presentation of received media input content at the presentation medium; and

adjusting the credit balance based on the presentation of received media input content at the presentation medium.

21. **(Original)** The method according to Claim 20, further comprising the steps of subtracting from the credit balance upon debit-bearing content being presented at the

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presentation medium and adding to the credit balance upon credit-bearing content being presented at the presentation medium.

22. **(Currently Amended)** The method according to Claim 20, wherein:

the received media ~~input~~ content includes pre-recorded media content; and

said method further comprises the step of decoding the pre-recorded media content, as to permit the presentation of the content, based on the credit balance.

23. **(Currently Amended)** The method according to Claim 20, further comprising the step of adjusting the credit balance based on factors external to the received media ~~input~~ content.

24. **(Previously Presented)** The method according to Claim 15, wherein the presentation medium is a television.

25. **(Currently Amended)** The method according to Claim 24, wherein the received media ~~input~~ content comprising a plurality of segments comprises ~~includes at least one of:~~ a television commercial and at least a portion of a television show.

26. **(Previously Presented)** The method according to Claim 15, wherein the presentation medium is a computer monitor.

27. **(Original)** The method according to Claim 26, wherein the received media input includes internet multimedia content.

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28. (Currently Amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps regulating the presentation of electronic media content to a consumer, said method comprising the steps of:

receiving media ~~input~~ content comprising a plurality of segments, wherein each segment includes cost factor data associated therewith;

examining said cost factor data;

attributes at least one credit value to at least one portion of received media input;  
and

regulating the presentation of received media input at a presentation medium based on the at least one credit value attributed to the at least one portion of received media input;

wherein said media content may constitute one or more inputted portions

attributing credit values to said plurality of segments based on said cost factor data;

maintaining a credit balance associated with said consumer based on the attributed values; and

applying rules for presenting the media content based on the credit balance.